

General Services Administration

Federal Supply Service Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA *Advantage!*, a menu-driven database system. The Internet address for GSA *Advantage!* is: GSAAdvantage.gov.

Schedule Title: Advertising & Integrated Marketing Solutions (AIMS)
FSC Group: 541
Contractor: The DesignPond
Contract Number: GS-23F-0217R
More Information: For more information on ordering from Federal Supply Schedules click on FSS Schedules at fss.gsa.gov
Contract Period: July 21, 2005 – July 20, 2015
Contractor Name: The DesignPond
Address: 21100 Silver Birch Lane
Germantown, MD 20876
Phone: (301) 601-9272
Fax: (301) 601-3004
Web site: <http://www.designpond.com>
Contract Administrator: Sheri Beauregard
Email: gsaAdvantage@designpond.com
Business Size: Small

Customer Information

1a. Special Item Numbers Awarded

SIN 541-3 Web-based Marketing Services (small business set-aside)
SIN 541-4E Commercial Photography Services (small business set-aside)
SIN 541-4F Commercial Art and Graphic Services (small business set-aside)
SIN 541-2000 Other Direct Costs (small business set-aside)

1b. Prices: See section "Pricing" on page 4 for pricing of Labor/Tasks Categories for each SIN. Government net price based on unit of issue and reflects the lowest priced labor category for each SIN awarded.

1c. Labor/Task category descriptions: See section "Labor/Task Categories" starting on page 5 for descriptions of Tasks.

2. Maximum order: \$1,000,000 per SIN

3. Minimum order: \$100

4. Geographic coverage (delivery area): Covers the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, U.S. Territories, and to a CONUS port or consolidation point for orders received from overseas activities.

5. Point(s) of production (city, county, and state, or foreign country): Germantown, MD 20876 (Montgomery County).

6. Discount from list prices or statement of net prices: Net prices – discount deducted.

7. Quantity discounts: 1.5% discount on orders exceeding \$50,000

8. Prompt Payment terms: Payment terms are Net 30.

9a. Notification whether Government purchase cards are accepted at or below the micro-purchase threshold. Accepted.

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold. Accepted.

10. Foreign items: Not Applicable.

11a. Time of delivery: Negotiated at the task level.

11b. Expedited delivery: Negotiated at the task level.

11c. Overnight and 2-day delivery: Negotiated at the task level.

11d. Urgent Requirements: Agencies can contact the contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. F.O.B point(s):

13a. Ordering address:

The DesignPond
21100 Silver Birch Lane
Germantown, MD 20876

13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14. Payment address:

The DesignPond
21100 Silver Birch Lane
Germantown, MD 20876

15. Warranty provision: Not applicable.

16. Export packing charges: Not applicable.

17. Terms and conditions of Government purchase card acceptance (any thresholds above the Micro-purchase level): Not applicable.

18. Terms and conditions of rental, maintenance, and repair: Not applicable.

19. Terms and conditions of installation: Not applicable.

20. Terms and conditions of repair parts: Not applicable.

20a. Terms and conditions for any other services: Not applicable.

21. List of services and distribution points: Not applicable.

22. List of participating dealers: Not applicable.

23. Preventative maintenance: Not applicable.

24a. Special attributes such as environmental attributes: Not applicable.

24b. Section 508 Compliance: If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found at www.Section508.gov. The DesignPond provides services to implement Section 508-compliant Web sites and PDFs.

25. Data Universal Number System (DUNS) number: 555630164.

26. Notification regarding registration in Central Contract Registration (CCR) database:
Active. Renewed annually.

About The DesignPond

The DesignPond is a Maryland-based, full service design firm established in 1998. Our staff is composed of dedicated, highly skilled professionals combining over 35 years experience in the advertising and graphics arena. The DesignPond produces all forms of high-end communication design, including print design, trade show graphics, package design, photography, and Web design. Design is our forte and we take pride in every project we undertake.

The DesignPond is a service-oriented company that provides its clients with creative, results-oriented solutions on time and at affordable prices. The DesignPond credits its success to great customer service, creative designs, beautiful use of color, quality of workmanship, and special attention to our clients' needs. Located just off of Route 270 in Germantown, Maryland, the studio is in close proximity to Washington DC, Baltimore, and Northern Virginia. The DesignPond provides the following graphics services:

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|--|---------------------------|-------------------------|
| • Annual Reports | • Strategic Plans | • Web Design |
| • Performance & Accountability Reports | • Performance Plans | • Photography |
| • Corporate Folders | • Financial Reports | • Calendars |
| • Program Brochures | • Collateral Publications | • Signage |
| • Marketing Materials | • Newsletters | • Catalogues |
| • Conference Materials | • Advertising | • Directories |
| • Trade Show Graphics | • Direct Mail Pieces | • Certificates |
| • Logo & Identity Design | • Complex Photo Montage | • Label, Package Design |
| • Multimedia Presentations | • Illustrations | • Scanning |
| • Slide Presentations | • Magazines | • Copyediting/writing |
| | • Posters | • Training Material |

Pricing

Labor Rates for Sin 541-3: Web Based Marketing Services

Labor/Task Category	Unit	Rate
Design	Hour	\$106.94
Layout/Implementation	Hour	\$106.94
Project Management	Hour	\$106.94
Quality Assurance	Hour	\$106.94
Updates/Maintenance	Hour	\$106.94
Meetings/Communications	Hour	\$106.94
Copy Editing	Hour	\$106.94

Labor Rates for Sin 541-4E: Commercial Photography Services

Labor/Task Category	Unit	Rate
Photo Shoots	Hour	\$106.94
Enhancements/Manipulations	Hour	\$106.94
Project Management	Hour	\$106.94
Meetings/Communications	Hour	\$106.94

Labor Rates for Sin 541-4F: Commercial Art and Graphic Design

Labor/Task Category	Unit	Rate
Design	Hour	\$106.94
Layout/Production	Hour	\$106.94
Alterations/Corrections	Hour	\$106.94
Project Management	Hour	\$106.94
Meetings/Communications	Hour	\$106.94
Quality Assurance	Hour	\$106.94
Copy Editing	Hour	\$106.94
Enhancements/Manipulations	Hour	\$106.94
Printer Prep	Hour	\$106.94
Print Management	Hour	\$106.94

Labor Rates for Sin 541-2000: Other Direct Costs

Other Direct Cost	Unit	
Color Printing (in units up to 11" x 17")	Per Task	\$1,223.00
Black & White Printing (in units up to 8.5" x 11")	Per Task	\$1,147.00
Computer Disks	Per Task	\$6,684.00
Commercial Printing	Per Task	\$68,568.00

Labor/Task Categories for SINs 541-3, 541-4E, & 541-4F

Task Categories for Sin 541-3: Web Based Marketing Services

Below is a description of the task categories offered under SIN 541-3 Web Based Marketing Services.

Design

Create initial design comprehensives (comps) of web page and templates based on client specifications and creative direction. Approved design will be used for layout and implementation. Requires a background in graphic design and web development, and extensive technical knowledge of and experience with design and web design applications. A degree in web, commercial art, graphic design, and related field is highly desirable.

Layout/Implementation

Implement web site in approved design with client-provided content. Format text, photos, and graphics. Create tables, graphs, charts, and other design elements. Code all non-text elements to comply with Section 508 accessibility standards for Federal government web projects. Requires knowledge of and experience with web design applications. A degree including web design requirements is highly desirable.

Project Management

Manage project to completion. This includes project planning and tracking, scheduling, staffing and task supervision. Will be the point of contact for client. Requires several years experience in management/project leadership. A degree in management or associated field is highly desirable.

Quality Assurance

Quality control of entire project process including design, layout, alterations, and final web files. Code reviews for Section 508 accessibility compliance for Federal government web projects. Requires technical knowledge of and experience in quality assurance/control and with Section 508 standards and web application used. Several years of applicable quality assurance/control experience is very desirable.

Updates/Maintenance

Incorporate client changes to text and graphics. Do final check for correct formatting of type, consistency of layout, and verify links. Requires technical knowledge of and experience with web applications. A degree in web, commercial art, graphic design, and related field is highly desirable.

Meetings/Communications

Meetings at client place of business or mutually agreed upon location, teleconferences, and email correspondences for the purpose of discussion of a current or pending project.

Copy Editing

Edit the content document for readability and context as well as check for typos and grammar. Will follow commonly used standards or government standards when working with the government. Requires technical knowledge of and experience with copy editing.

Task Categories for Sin 541-4E: Commercial Photography Services

Below is a description of the task categories offered under SIN 541-4E Commercial Photography Services.

Photo Shoots

Prepare photo shoot setting (lighting, backdrops, etc...) and product/subject, shoot photos. Color correction and adjustments of digital images for high-resolution placement in final layout. Minimum charge for each photo shoot is 2 hours. Requires technical knowledge of and experience with digital cameras, art of photography, and PhotoShop.

Enhancements/Manipulations

Enhancements/manipulations of digital images. May require replacing backgrounds, adding skies or other imagery, combining images, or other creative manipulations. Requires technical knowledge of and experience with PhotoShop.

Project Management

Manage project to completion. This includes project planning and tracking, scheduling, staffing and task supervision. Will be the point of contact for client. Requires several years experience in management/project leadership. A degree in management or associated field is highly desirable.

Meetings/Communications

Meetings at client place of business or mutually agreed upon location, teleconferences, and email correspondences for the purpose of discussion of a current or pending project.

Task Categories for Sin 541-4F: Commercial Art and Graphic Design

Below is a description of the task categories offered under SIN 541-4F Commercial art and graphic design.

Design

Create initial design comprehensives (comps) of product covers and layout based on client specifications and creative direction. Approved design will be used for layout/production. Requires a background in commercial art and graphic design, and extensive technical knowledge of and experience with design applications. A degree in commercial art, graphic design, and related field is highly desirable.

Layout/Production

Layout entire publication in approved design with client-provided content. Format text, photos, and graphics. Create tables, graphs, charts, and other design elements. Requires knowledge of and experience with design applications. A degree in commercial art, graphic design, and related field is highly desirable.

Alterations/Corrections

Incorporate client changes to text and graphics. Do final check for correct pagination, formatting of type, consistency of layout, and verify table of contents. Requires technical knowledge of and experience with design applications. A degree in commercial art, graphic design, and related field is highly desirable.

Project Management

Manage project to completion. This includes project planning and tracking, scheduling, staffing and task supervision. Will be the point of contact for client. Requires several years experience in management/project leadership. A degree in management or associated field is highly desirable.

Meetings/Communications

Meetings at client place of business or mutually agreed upon location, teleconferences, and email correspondences for the purpose of discussion of a current or pending project.

Quality Assurance

Quality control of entire project process including design, layout, alterations, and final printer files. Requires technical knowledge of and experience in quality assurance/control and with layout programs used. Several years of applicable quality assurance/control experience is very desirable.

Copy Editing

Edit the content document for readability and context as well as check for typos and grammar. Will follow commonly used standards or government standards when working with the government. Requires technical knowledge of and experience with copy editing.

Enhancements/Manipulations

Enhancements/manipulations of digital images. May require replacing backgrounds, adding skies or other imagery, combining images, or other creative manipulations. Requires technical knowledge of and experience with PhotoShop.

Printer Prep

Prepare files for offset printing upon receiving final approval product is ready for printing. Check files to ensure proper bleeds, crops, all imports are high-res, and all needed files are gathered on disk. Print a full set of color page proofs for printer. Complete required printer forms with print specifications, additional instructions, and contact information for any follow-up questions. Requires technical knowledge of layout programs and print process.

Print Management

Checking digital proofs, bluelines, and match prints for correctness. Attending press checks to ensure quality control of final printed product. Communications with printer to ensure finished job matches print specifications. Requires technical knowledge of print process, color builds, and layout applications.